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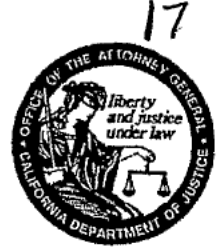
WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

## COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

### 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

436

MKTG TELESERVICES, INC. (MSGI DIRECT, INC.)  
101 CONTINENTAL BLVD., #400  
EL SEGUNDO, CA 90245-4512

Name and Address of Charitable Organization:

CT No. \_\_\_\_\_ F.E.I.N. No. \_\_\_\_\_

Humane Society of Sonoma County

Name of Charity  
1400 Guerneville Rd., Bldg B, Suite 4

Address of Charity  
Santa Rosa, CA 95403

City, State, and ZIP Code of Charity

National Campaign ☐

California Campaign ☒

Telemarketing

(Type of Activity)

held (on) (from) 8/28/02, 20  , to 11/11/02, 20  

(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)

Fee ☒ Percentage ☐

If other, provide brief explanation \_\_\_\_\_

Other ☐

#### 1. REVENUE

A. Cash contributions \_\_\_\_\_ A.

B. Entertainment sales or admission charges \_\_\_\_\_ B.

C. Sales from products \_\_\_\_\_ C.

D. Advertisement sales \_\_\_\_\_ D.

E. Membership fees \_\_\_\_\_ E.

F. Other sources: (Specify)

a. \_\_\_\_\_ Fa.

b. \_\_\_\_\_ Fb.

c. \_\_\_\_\_ Fc.

d. \_\_\_\_\_ Fd.

G. TOTAL REVENUE

\$150,475 G.

#### 2. EXPENSES (see attached)

A. Fees or commissions \_\_\_\_\_ A.

B. Salaries \_\_\_\_\_ B.

C. Payroll taxes \_\_\_\_\_ C.

D. Employee benefits \_\_\_\_\_ D.

E. Cost of merchandise for resale \_\_\_\_\_ E.

F. Cost of entertainment \_\_\_\_\_ F.

G. Postage \_\_\_\_\_ G.

H. Advertising \_\_\_\_\_ H.

I. Telephone \_\_\_\_\_ I.

J. Rental of equipment \_\_\_\_\_ J.

K. Facilities charge \_\_\_\_\_ K.

L. Permits \_\_\_\_\_ L.

M. Other expenses: (Specify)

a. \_\_\_\_\_ Ma.

b. \_\_\_\_\_ Mb.

c. \_\_\_\_\_ Mc.

d. \_\_\_\_\_ Md.

N. TOTAL EXPENSES

401180

\$64,374 N.

2003

RECEIVED  
JUL 28 2003  
Attorney General's  
Registry of Charitable Trusts

401181

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

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3. Amount to Charity \$86,101 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) \_\_\_\_\_ 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) n/a 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$86,101 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?
- [ ] Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser) Paul S. Papich Sr. VP 7/10/03  
 Printed Name Title Date

This report is signed by the officers of the charitable organization for verifying the distribution.

Signature DARRIS O. HERCS EXECUTIVE DIRECTOR 6/17/2003  
 Printed Name Title Date

Signature of authorized officer/director (Charity) KENNETH J. DANIEL TREASURER 6/17/03  
 Printed Name Title Date

401182

MKTG TeleServices, Inc.  
 Humane Society of Sonoma County  
 2002 Telefundraising Campaign

Total money received by	Humane Society of Sonoma County	\$150,475
Total fees paid to	MKTG TeleServices, Inc.	\$64,374
Total net to	Humane Society of Sonoma County	\$86,101

fees paid to MKTG TeleServices, Inc.: prorated expenses	
payroll	\$39,912
office rental pro rata share	\$3,219
telephone	\$5,150
utilities	\$0
postage	\$2,575
printing	\$5,794
fundraising registration	\$644
insurance	\$644
recruitment	\$0
depreciation	\$2,575
office	\$1,287
other overhead expenses	\$1,931
total campaign expenses*	\$63,730
MKTG TeleServices net for profit and admin overhead	\$644

Total fees paid to MKTG TeleServices, Inc.	\$64,374
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\*these expenses are based on MKTG TeleServices' operating ratios.

MKTG TeleServices, Inc. does not receive donated funds. All monies rec'd are as reported to MKTG TeleServices by the charitable organization.